

**Abstract**

The invention concerns a method for controlling access, in digital pay television, to data contained in the signal received by a subscriber receiving station comprising steps which consist in transmitting first right allocation control messages (ECM) enabling proposal to subscribers of an on-demand operation mode and second right allocation management messages (EMM) to a user device, generating in the user device an access authorization signal (CW), wherein first right allocation control messages are transmitted having a parameterable profile content enabling at least one service or one programme to be authorized during a time slot based on the profile of a specific subscriber, so as to ensure an interactivity between the content of said first messages and the content of the user's device in terms of subscription for the subscriber.